

AMENDMENTS TO THE CLAIMS

This listing of the claims will replace all prior versions, and listings, of claims in the application.

1. (Currently amended) A method for providing performance based referral credit based on user transactions utilizing a network comprising:

(a) allowing a referring entity to present a publication to facilitate a user's subscription, the referring entity being assigned a unique identifier associated with the publication;

(b) receiving input from a-the user, in response to the referring entity presenting the publication to the user, for subscribing the user to the publication utilizing a network, wherein the user input includes at least the user's e-mail address and any preferences supplied by the user;

(c) subscribing the user to a periodic issue of the publication based on the input received from the user;

(ed) assigning a tracking code associated with the user's subscription that traces to the user input and the unique identifier;

~~(de) forwarding the publication to the user with the user specified content based on the user input utilizing the network after the user subscribes to the publication;~~

(ef) allowing the user to select an entity associated with the publication; and

(fg) identifying the tracking code when the user conducts a transaction with the entity in order to provide a credit to the referring entity, whereby the referring entity receives credit for the transaction resulting from the user's subscription.

2. (Original) A method as recited in claim 1, wherein the publication includes at least one of a newsletter and an e-mail announcement.

3. (Canceled)

4. (Original) A method as recited in claim 1, wherein the entity associated with the publication is represented by at least one of a link, an advertisement, contact information, an input button, a script, and a drop down menu.
5. (Original) A method as recited in claim 1, wherein the network includes at least one of a wide area network and a local area network.
6. (Original) A method as recited in claim 1, further comprising providing compensation for the credit of the referring entity.
7. (Original) A method as recited in claim 6, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.
8. (Original) A method as recited in claim 1, wherein the tracking code includes the unique identifier.
9. (Currently amended) A system for providing performance based referral compensation comprising:
 - (a) a server for providing access to a publication presented by a referring entity and for receiving input from a user, in response to the referring entity presenting the publication to the user, for subscribing the user to the publication, wherein the user input includes at least the user's email address and any preferences supplied by the user, and wherein the user is subscribed to a periodic issue of the publication based on the input received from the user;
 - (b) a database coupled to the server for storing a unique identifier assigned to the referring entity in association with the publication and a tracking code associated with the user's subscription that traces to the user input and the unique identifier;
 - (c) a computing device coupled to the server for forwarding a periodic issue of the publication with the user-specified content to the user after the user subscribes to

the publication, wherein the user is allowed to select an entity associated with the publication based on the user input and for allowing the user to select an entity associated with the publication; and

(d) an engine for identifying the tracking code when the user conducts a transaction with the entity, whereby the referring entity receives credit for the transaction resulting from the user's subscription.

10. (Original) A system as recited in claim 9, wherein the publication includes at least one of a newsletter and an email announcement.

11. (Canceled)

12. (Original) A system as recited in claim 9, wherein the entity associated with the publication is represented by at least one of a link, an advertisement, contact information, an input button, a script, and a drop down menu.

13. (Original) A system as recited in claim 9, wherein the network includes at least one of a wide area network and a local area network.

14. (Original) A system as recited in claim 9, further comprising providing compensation for the credit of the referring entity.

15. (Original) A system as recited in claim 14, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

16. (Currently amended) A computer program stored on a computer readable medium that is interacting with a computer processor to provide performance based referral credit based on user transactions comprising:

(a) a code segment that allows a referring entity to present a publication to

facilitate a user's subscription, the referring entity being assigned a unique identifier associated with the publication;

(b) a code segment that receives input from a user, in response to the referring entity presenting the publication to the user, for subscribing the user to the publication utilizing a network, wherein the user input includes at least the user's email address and any preferences supplied by the user;

(c) a code segment that assigns a tracking code associated with the user's subscription that traces to the user input and the unique identifier;

(d) a code segment that forwards a periodic issue of the publication ~~with the user specified content to the user~~ after the user subscribes to the publication based on the user input;

(e) a code segment that allows the user to select an entity associated with the publication utilizing the network; and

(f) a code segment that identifies the tracking code when the user conducts a transaction with the entity in order to provide a credit to the referring entity, whereby the referring entity receives credit for the transaction resulting from the user's subscription.

17. (Original) A computer program as recited in claim 16, wherein the publication includes at least one of a newsletter and an email announcement.

18. (Canceled)

19. (Original) A computer program as recited in claim 16, wherein the entity associated with the publication is represented by at least one of a link, an advertisement, contact information, an input button, a script, and a drop down menu.

20. (Original) A computer program as recited in claim 16, wherein the network includes at least one of a wide area network and a local area network.

21. (Original) A computer program as recited in claim 16, further comprising providing compensation for the credit of the referring entity.
22. (Original) A computer program as recited in claim 21, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.
23. (Original) A computer program as recited in claim 22, wherein the tracking code includes the unique identifier.
24. (Currently amended) An apparatus for providing performance based referral credit based on user transactions comprising:
- (a) means for allowing a referring entity to present a publication to facilitate a user's subscription, the referring entity being assigned a unique identifier associated with the publication;
 - (b) means for receiving input from a user, in response to the referring entity presenting the publication to the user, for subscribing the user to the publication utilizing a network, wherein the user input includes at least the user's email address and any preferences supplied by the user, and wherein the user is subscribed to a periodic issue of the publication based on the input received from the user;
 - (c) means for assigning a tracking code associated with the user's subscription that traces to the user input and the unique identifier;
 - (d) means for forwarding a periodic issue of the publication with the user specified content to the user after the user subscribes to the publication based on the user input utilizing the network;
 - (e) means for allowing the user to select an entity associated with the publication;
- and
- (f) means for identifying the tracking code when the user conducts a transaction with the entity in order to provide a credit to the referring entity, whereby the referring

entity receives credit for the transaction resulting from the user's subscription.

25. (Original) An apparatus as recited in claim 24, wherein the publication includes at least one of a newsletter and an email announcement.

26. (Canceled)

27. (Original) An apparatus as recited in claim 24, wherein the entity associated with the publication is represented by at least one of a link, an advertisement, contact information, an input button, a script, and a drop down menu.

28. (Original) An apparatus as recited in claim 24, wherein the network includes at least one of a wide area network and a local area network.

29. (Original) An apparatus as recited in claim 24, further comprising providing compensation for the credit of the referring entity.

30. (Original) An apparatus as recited in claim 29, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

31. (Original) An apparatus as recited in claim 24, wherein the tracking code includes the unique identifier.

32. (Currently amended) A method for providing performance based referral credit based on user transactions comprising:

(a) allowing a referring entity to present a publication utilizing a network, the referring entity being assigned a unique identifier associated with the publication; wherein the referring entity allows a user to provide input to subscribe to the publication,

and wherein the user input includes at least the user's email address and any preferences supplied by the user;

(b) allowing a-the user to receive a periodic issue of the publication after the user subscribes to the publication and allowing the user to conduct a transaction utilizing the subscribed publication, wherein the content of the publication is based on the input supplied by the user during subscription; and

(c) identifying the unique identifier when the user conducts the transaction in order to provide a credit to the referring entity for the user transaction, whereby the referring entity receives credit for the transaction resulting from the user's subscription.

33. (Original) A method as recited in claim 32, wherein the publication includes at least one of a newsletter and an e-mail announcement.

34. (Original) A method as recited in claim 32, further comprising allowing the user to subscribe to the publication.

35. (Canceled)

36. (Original) A method as recited in claim 32, wherein the user conducts the transaction utilizing the publication via at least one of a link, an advertisement, an input button, a script, and a drop down menu.

37. (Original) A method as recited in claim 32, wherein the network includes at least one of a wide area network and a local area network.

38. (Original) A method as recited in claim 32, further comprising providing compensation for the credit of the referring entity.

39. (Original) A method as recited in claim 32, wherein the compensation includes

monetary compensation, return referrals, discounted services, and no-charge services.

40. (Currently amended) A method as recited in claim 32, wherein the unique identifier includes a tracking code associated with the user's subscription.

41. (Currently amended) A method as recited in claim 32, further comprising providing a tracking code associated with the user's subscription including the unique identifier to credit the referring entity with the user transaction.

42. (Currently amended) A method for providing performance based referral credit based on user transactions utilizing a network comprising:

(a) assigning a unique identifier to a referring entity;

(b) allowing the referring entity to present a publication to facilitate a user's subscription utilizing a network;

(c) receiving input from a user, in response to the referring entity presenting the publication to the user, for subscribing to the publication;

(d) subscribing the user to a periodic issue of the publication based on the input received from the user;

(de) assigning a tracking code associated with the user's subscription that traces to the user input and the unique identifier;

(ef) storing the user input, the unique identifier, and the tracking code in a database that correlates the user input and the unique identifier with the tracking code;

(fg) forwarding the publication ~~with the user specified content~~ to the user based on the user after the user subscribes to the publication, wherein the content of the publication is based on the input supplied by the user during subscription input utilizing the network;

(gh) allowing the user to select an entity associated with the publication;

(hi) allowing the user to visit the entity associated with the publication;

(ij) receiving an indication that the user conducts a transaction with the entity

associated with the publication;

(jk) identifying the tracking code when the user conducts the transaction with the entity in order to provide a credit to the referring entity, whereby the referring entity receives credit for the transaction resulting from the user's subscription; and

(kl) providing compensation to the referring entity based on the credit.

43. (Original) A method as recited in claim 42, wherein the publication includes at least one of a newsletter and an email announcement.

44. (Original) A method as recited in claim 42, wherein the user input includes an email address.

45. (Original) A method as recited in claim 42, wherein the visits the entity associated with the publication via at least one of a link, an advertisement, an input button, a script, and a drop down menu.

46. (Original) A method as recited in claim 42, wherein the network includes at least one of a wide area network and a local area network.

47. (Original) A method as recited in claim 42, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

48. (Previously presented) A method as recited in claim 42, wherein the tracking code includes the unique identifier.

49. (Currently amended) A method for providing performance based referral credit based on user transactions utilizing a network comprising:

(a) receiving a unique identifier associated with a publication from an entity for whom the publication is being marketed;

(b) displaying an offer for a subscription to the publication to a user utilizing a network;

(c) receiving input from the user, in response to the referring entity presenting the publication to the user, for subscribing to the publication, and in response, subscribing the user to a periodic issue of the publication based on the input received from the user;

(d) forwarding the publication to the user utilizing the network after the user is subscribed to the publication;

(e) allowing the user to conduct a transaction utilizing the publication; and

(f) receiving a credit for the transaction based on the unique identifier associated with the publication, whereby the referring entity receives credit for the transaction resulting from the user's subscription.

50. (Original) A method as recited in claim 49, wherein the offer for a subscription to the publication is displayed on a website of a referring entity.

51. (Original) A method as recited in claim 49, wherein the input from the user is transferred to the entity for whom the publication is being marketed.

52. (Original) A method as recited in claim 49, wherein the entity for whom the publication is being marketed provides links to the user for conducting the transaction with an entity associated with the link.

53. (Original) A method as recited in claim 52, wherein the entity for whom the publication is being marketed provides compensation based on the credit for the transaction.